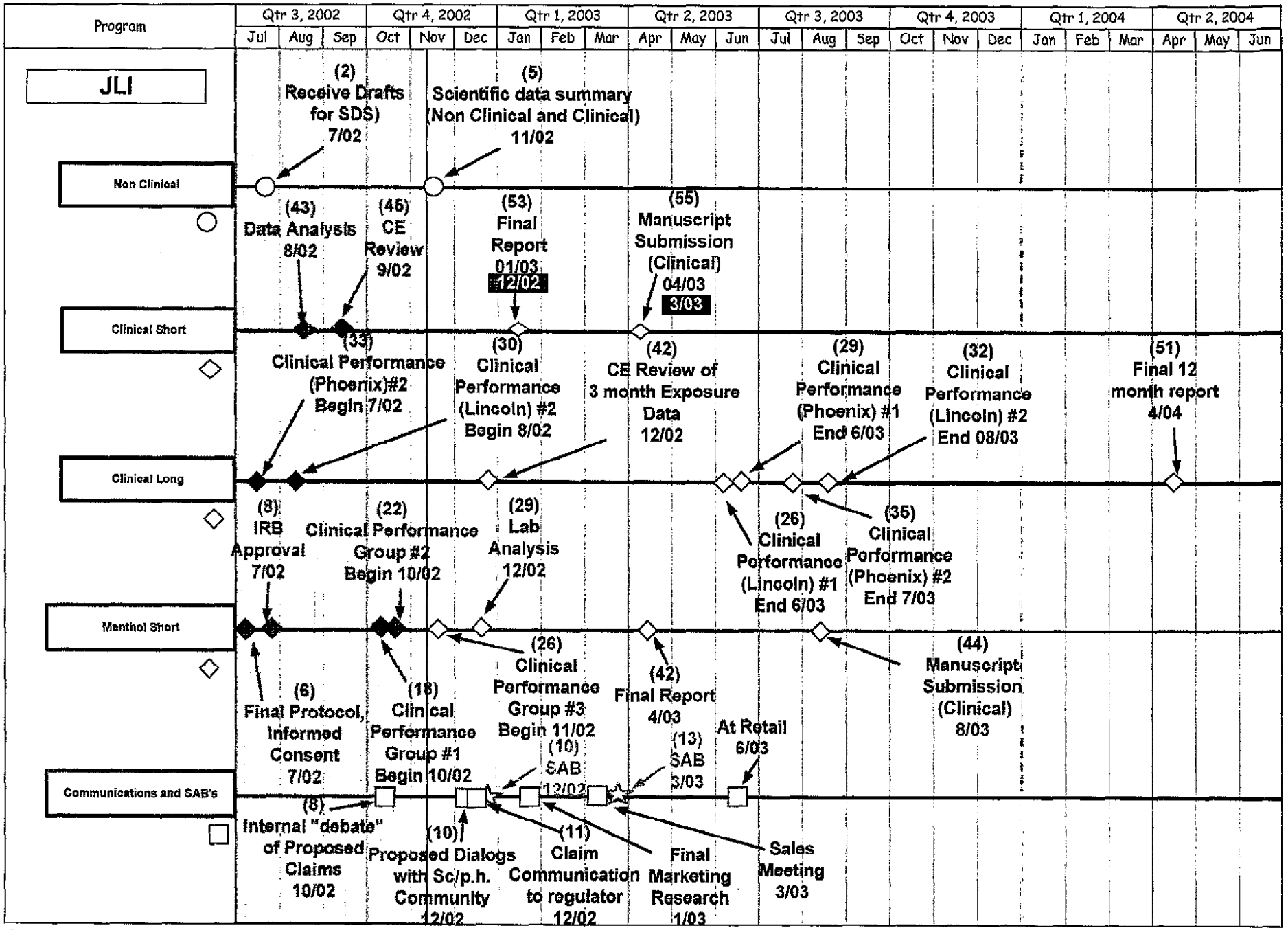
Program
Qtr 3, 2002
Qtr 4, 2002
Qtr 1, 2003
Qtr 2, 2003
Qtr 3, 2003
Qtr 4, 2003
Qtr 1, 2004
Qtr 2, 2004
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun
JLI
Non Clinical
Clinical Short
Clinical Long
Menthol Short
Communications and SAB's
(2) Receive Drafts for SDS) 7/02
(5) Scientific data summary (Non Clinical and Clinical) 11/02
(43) Data Analysis 8/02
(46) CE Review 9/02
(53) Final Report 01/03 12/02
(55) Manuscript Submission (Clinical) 04/03 3/03
(33) Clinical Performance (Phoenix)#2 Begin 7/02
(30) Clinical Performance (Lincoln) #2 Begin 8/02
(42) CE Review of 3 month Exposure Data 12/02
(29) Clinical Performance (Phoenix) #1 End 6/03
(32) Clinical Performance (Lincoln) #2 End 08/03
(51) Final 12 month report 4/04
(8) IRB Approval 7/02
(22) Clinical Performance Group #2 Begin 10/02
(29) Lab Analysis 12/02
(26) Clinical Performance (Lincoln) #1 End 6/03
(35) Clinical Performance (Phoenix) #2 End 7/03
(6) Final Protocol, Informed Consent 7/02
(18) Clinical Performance Group #1 Begin 10/02
(26) Clinical Performance Group #3 Begin 11/02
(42) Final Report 4/03
(44) Manuscript Submission (Clinical) 8/03
(10) SAB 12/02
(13) SAB 3/03
At Retail 6/03
(8) Internal "debate" of Proposed Claims 10/02
(10) Proposed Dialogs with Sc/p.h. Community 12/02
(11) Claim Communication to regulator 12/02
Final Marketing Research 1/03
Sales Meeting 3/03
PREVIOUS DATE
Print Date: 11/11/02
DRAFT 02
PMUSA CONFIDENTIAL
Ken Podraza

PM3001128502

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